IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A computer-implemented method for utilizing feedback in generating an optimal price, comprising:
~~(a)~~ generating an optimal price, utilizing a processor of a computer system, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor of the computer system; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service, utilizing the processor of the computer system;
~~(b)~~ identifying an expected result of utilizing the optimal price, utilizing the processor of the computer system; ~~and~~
~~(c)~~ reacting ~~based on the result~~ by adjusting the price-frequency mathematical distribution based on a difference between the expected result and an actual result, utilizing the processor of the computer system; and
outputting the optimal price for aiding in achieving the business objective, utilizing an output device coupled to the processor of the computer system.

2. (Cancelled)

3. (Original) The method as recited in claim 1, wherein the result includes units sold.

4. (Currently Amended) The method as recited in claim 1, wherein the result includes a revenue term~~an income~~.

5. (Cancelled)

6. (Original) The method as recited in claim 1, wherein the result includes a gross profit.

7. (Currently Amended) The method as recited in claim 1, where in the result includes an expected win-rate calculated based on the price-frequency mathematical distribution and the number of competitors ~~wherein the result includes a sales general and administrative expense~~.

8. (Original) The method as recited in claim 1, wherein the result includes earnings before income tax (EBIT) for each price.

9. (Original) The method as recited in claim 1, and further comprising: computing a frequency distribution of a plurality of prices.

10. (Cancelled)

11. (Currently Amended) The method as recited in claim ~~10~~9, and further comprising: calculating at least one result selected from the group consisting of units sold, a~~n income~~revenue, ~~a cost of goods,~~ a gross profit, a factory utilization, a market penetration, and earnings before income tax (EBIT) for each price, wherein the at least one result is stored in a table~~a sales general and administrative expense, and earnings before income tax (EBIT) for each price, wherein the at least one result is stored in a table~~.

12. (Original) The method as recited in claim 11, and further comprising: searching the table for the optimum price that optimizes a user-selected business objective.

13. (Currently Amended) The method as recited in claim 12, wherein the business objective is selected from the group consisting of maximizing revenue for a good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service, ~~maximizing~~

achieving a desired market share for the good or service, and maximizing earnings before income tax (EBIT) for the good or service.

14.- 16. (Cancelled)

17. (Currently Amended) The method as recited in claim ~~16~~, and further comprising: if it is determined that the optimization is required, identifying a new price value by re-computing the price-frequency mathematical distribution so as to minimize the difference between the actual and expected results, wherein the operations ~~(a)-(e)~~ are repeated based on the new price value.

18. (Original) The method as recited in claim 1, wherein the method is carried out utilizing a frequency distribution engine, a probability of win engine, an expected results engine, an optimization update engine, and a legacy system interface.

19. (Currently Amended) A computer program product embodied on a computer readable medium for utilizing feedback in generating an optimal price, comprising:

computer code for generating an optimal price, utilizing a processor of a computer system, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor of the computer system; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service, utilizing the processor of the computer system;

computer code for identifying an expected result of utilizing the optimal price; ~~and~~

computer code for reacting ~~based on the result~~ by adjusting the price-frequency mathematical distribution based on a difference between the

expected result and an actual result, utilizing the processor of the computer system; and

computer code for outputting the optimal price;

wherein the computer code is executed on the processor of the computer system for aiding in the achievement of the business objective.

20. (Currently Amended) A system for utilizing feedback in generating an optimal price, comprising:

a processor for generating an optimal price, identifying an expected result of utilizing the optimal price, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service, via an input device coupled to the processor; and calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service; and

an output device coupled to the processor, the output device outputting the optimal price;

wherein the computer code is executed utilizing the processor for aiding in the achievement of the business objective.

21. (New) A method as recited in claim 1, wherein a graphical user interface is included.

22. (New) A method as recited in claim 21, wherein the graphical user interface is adapted for inputting the business objective.

23. (New) A method as recited in claim 21, wherein the graphical user interface is included for inputting the competitor prices and the number of competitors.

24. (New) A method as recited in claim 20, wherein the price-frequency mathematical distribution is used to estimate the competitor prices.

25. (New) The method as described in claim 20, wherein the price-frequency distribution is estimated using the set of competitor prices.

26. (New) The method as described in claim 20, wherein the price-frequency mathematical distribution is converted to an expected probability of a customer purchase based on the number of competitors.

27. (New) A method as recited in claim 20, wherein the price-frequency mathematical distribution is converted to a table of prices with a frequency of a price within the table corresponding to the price-frequency mathematical distribution.

28. (New) A method as recited in claim 27, wherein each price, probability of a customer purchase, and cost-per-unit are used to form a income/operational statement for each member of a plurality of prices.

29. (New) A method as recited in claim 28, wherein each income/operational statement is comprised of financial and operational terms including revenue, cost-of-goods, gross profit, EBIT, factory utilization, and market penetration.

30. (New) A method as recited in claim 29, wherein a set of the partial income/operational statements are stored within a table.

31. (New) A method as recited in claim 30, wherein a maximum revenue value , a maximum profit value, a plurality of factory utilization values, and the market penetration value corresponding to a market penetration goal are identified along with corresponding prices.

32. (New) The method as described in claim 1, wherein the expected probability of a customer purchase is determined for the optimal price.

33. (New) A method as recited in claim 1, wherein the actual probability of customer purchases is calculated by dividing the number of customer purchase orders by the number of customer exposures.

34. (New) A method as recited in claim 1, wherein an actual probability of customer purchase is compared with an expected probability of customer purchase.

35. (New) A method as recited in claim 34, wherein the difference between an actual and an expected probability of customer purchase is calculated.

36. (New) A method as recited in claim 35, wherein the updated price-frequency mathematical distribution is calculated so as to minimize a difference between an actual and expected probability of customer purchase.

37. (New) A method as recited in claim 36, wherein the updated optimal price is calculated based on an updated price-frequency mathematical distribution.

38. (New) The method as described in claim 37, wherein the actual winrate is calculated by dividing a sum of wins by a value for competition.

39. (New) The method as recited in claim 1, wherein the result includes factory utilization.

40. (New) The method as recited in claim 1, where in the result includes market penetration.